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Cardiff
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AGENDA

| | |
|--------------------------|---|
| Committee | ECONOMY & CULTURE SCRUTINY COMMITTEE |
| Date and Time of Meeting | TUESDAY, 23 APRIL 2024, 4.30 PM |
| Venue | CR 4, COUNTY HALL - MULTI LOCATION MEETING |
| Membership | Councillor Wong (Chair) Councillors Berman, Brown-Reckless, Henshaw, Jenkins, Jones, Lloyd Jones, Shimmin, Thomson |

Time
approx.

1 Apologies for Absence

To receive apologies for absence.

2 Declarations of Interest

To be made at the start of the agenda item in question, in accordance with the Members' Code of Conduct.

3 GLL - Contract Monitoring & Audit Wales progress (Pages 5 - 16) 4.30 pm

Policy Review/ Contract Monitoring/ Performance Monitoring.

Appendices A&B – to follow.

Confidential Slides in Appendix A are not for publication as they contain exempt information of the description contained in paragraphs 14 of Part 4 and paragraph 21 of Part 5 of Schedule 12A of the Local Government Act 1972. It is viewed that, in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

4 Employment Services Short Scrutiny (Pages 17 - 60) 5.30 pm

Short Scrutiny.

Appendix D – to follow

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg

5 Correspondence update (*Pages 61 - 64*)

6 Urgent Items (if any)

7 Date of next meeting

14/05/2024, 4.30pm.

D Marles

Interim Monitoring Officer

Date: Wednesday, 17 April 2024

Contact: Andrea Redmond, 02920 872434, a.redmond@cardiff.gov.uk

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CYNGOR CAERDYDD
CARDIFF COUNCIL

ECONOMY & CULTURE SCRUTINY COMMITTEE

23 APRIL 2024

**GLL - LEISURE CENTRE MANAGEMENT PARTNERSHIP DELIVERY UPDATE
and PROGRESS ADDRESSING RELEVANT AUDIT WALES
RECOMMENDATIONS – FOLLOW UP REVIEW OF LEISURE SERVICES –
OCTOBER 2022**

Confidential Slides in Appendix A are not for publication as they contain exempt information of the description contained in paragraphs 14 of Part 4 and paragraph 21 of Part 5 of Schedule 12A of the Local Government Act 1972. It is viewed that, in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

Purpose of the Report

1. To provide Members with the opportunity to scrutinise progress in delivering the Leisure Centre Management Partnership between the Council and GLL (Greenwich Leisure Limited) and to explore progress in addressing relevant recommendations made by Audit Wales in October 2022 in their Follow-Up Review report on their investigation report on Leisure Services in Cardiff.

Structure of papers

1. Attached to this cover report are the following appendices:
 - a. **Appendix A** – GLL presentation – monitoring information, including confidential slides on financial information.
 - b. **Appendix B** – Cardiff Council presentation – Options Appraisal.
2. Members should note that **Appendix A** contains confidential slides which are exempt from publication. Members are requested to keep this information confidential, in line with their responsibilities as set out in the Members Code of Conduct.

Scope of Scrutiny

2. The scope of this item is twofold: to scrutinise the performance over the last year in the delivery of leisure centre services covered by the Leisure Centre Management Partnership contract; and to scrutinise progress in addressing relevant recommendations made by Audit Wales. Accordingly, the item will be split into: Part A – partnership management; and Part B – Audit Wales.

3. This scrutiny will focus on the following aspects:
 - a. Participation and usage rates – memberships, visits, renewals, service user profiles, customer satisfaction
 - b. Capital programme – works completed, underway & scheduled
 - c. Medium term financial forecast
 - d. Staffing – sickness rates, training, reviews
 - e. Any changes to the Council's commitments
 - f. Any risks to the Council
 - g. Progress in responding to Audit Wales Follow-Up Review.

Structure of Meeting

4. The meeting will be structured in two parts: Part A focusing on scrutiny of the partnership, with the presentation at **Appendix A** followed by Members' questions; and Part B focusing on progress in addressing the Audit Wales recommendations, with the presentation at **Appendix B** followed by Members' questions.

5. The presentation in Part A, attached as **Appendix A**, contains confidential slides. The Chair will move that Part A be considered in two parts: an open session, where Members will be able to ask questions on the issues and papers that are in the public domain; and a closed session, where members of the public will be excluded, where Members can ask questions that pertain to the **confidential slides in the presentation**.

6. Members will then decide what comments, observations or recommendations they wish to pass on to the Cabinet for their consideration.

PART A

Background

7. The partnership arrangement with GLL commenced in December 2016, with a formal contract between the Council and GLL. The contract includes a service specification (known as the Descriptive Document) that covers governance arrangements, the approach to partnership working, opening hours, community benefits, pricing, incentives, catering & vending, customer care & satisfaction, promotion & marketing, quality management & continuous improvement, managing change, managing people and facilities management.
8. The contract covers the following leisure centres:
 - Llanishen Leisure Centre
 - Eastern Leisure Centre
 - Fairwater Leisure Centre
 - Western Leisure Centre
 - Pentwyn Leisure Centre
 - Maindy Leisure Centre
 - STAR (Splott)
 - Penylan Library and Community Centre ¹
9. The contract enabled the Council to eliminate its subsidy of leisure services, which amounted to circa £3.5m per annum. GLL's proposal was to work to reduce the deficit and use surpluses from elsewhere in their UK portfolio to underwrite the initial operating deficit. Prior to the covid pandemic, GLL had made significant progress in reducing the operating deficit.
10. The Council retains ownership of the facilities and has landlord responsibility for maintaining the external fabric of the buildings. £3.465m capital funding was allocated at the outset of the contract to deliver improvements to leisure centres.
11. The contract provides the following advantages:
 - Surety of future financial costs to the Council re leisure services

¹ Penylan Library and Community Centre included in contract as it hosts a gym

- Significantly reduced financial risk for the Council
- Contractor bearing financial risks in relation to utilities, delivery of investment opportunities, achievement of income targets and maintenance of facilities (with the exception of structure and roofs).
- Greater certainty re the delivery of specified services within a contractual framework, protecting the ongoing operation of each facility and maintaining jobs.
- Robust investment plan for capital investment into facilities
- Contractor commitment to the achievement of QUEST, the leisure industry quality standard, across the portfolio, which will improve the quality of facilities and services.

Impact of Covid Pandemic

12. The covid pandemic resulted in a significant loss of income for GLL across their business. The WG hardship support enabled GLL to keep operating in Cardiff². However, GLL no longer had a surplus from elsewhere to offset the operating deficit in Cardiff. In November 2020, Cabinet was informed the risk of contract failure had been escalated onto the Corporate Risk Register. Cabinet authorised a review of the contract to identify potential variations that would improve the long-term sustainability of the contract and protect service delivery.
13. In December 2020, Audit Wales released their investigation report on Leisure Services in Cardiff, which proposed a wider review of the contract. Consequently, the Council commissioned Local Partnerships to carry out an independent review.

Contract Variation

14. In light of the impact of the covid pandemic, in March 2021 Cabinet agreed to vary the contract by removing Pentwyn Leisure Centre, which required the highest level of subsidy, on the basis that an alternative delivery model would ensure the centre remained open to the public. At the same time, GLL agreed to release the Maindy Cycle Track to support other Council objectives, with replacement provision proposed at the International Sports Village site.

² £5.225 million WG Hardship Fund support for the period March 2021 – March 2022

15. At their meeting on 20 October 2022, Cabinet received a report detailing the Local Partnerships review, which identified that leisure centres were operating at around 90% of pre-pandemic income levels and that energy costs were accentuating the operating deficit.
16. On the basis of options put forward by the review, Cabinet approved in principle the following: a relief payment to GLL; that GLL could acquire energy through the Crown Commercial Service; and that leisure centre energy infrastructure be upgraded.
17. The Capital Programme 2024-25 contains £600,000 in 2024/25 for GLL Leisure Centre Solar Panels as an investment to mitigate energy cost increases at suitable centres and contribute to a reduction in the Council's carbon footprint. Subject to approval it is proposed that costs would be part funded through an invest to save zero interest Salix loan, with the operational savings contributing towards payback of the investment.

Pentwyn Leisure Centre

18. At their meeting on 20 October 2022, Cabinet also agreed the approach to the modernisation and future operation of Pentwyn Leisure Centre. In March 2023, as part of the Budgetary Proposals Report, Line 94 of the Council's Capital Programme allocated £3.694m for the Pentwyn Leisure Centre Redevelopment³. This, coupled with the spend to date, resulted in £4m allocated to Pentwyn Leisure Centre, as set out by Cllr Weaver in his response to this Committee's letter following budget scrutiny⁴.
19. In June 2023, Cabinet considered a further report on Pentwyn Leisure Centre that sought authority to proceed with a new scheme for improving Pentwyn Leisure Centre, as the previous proposals were no longer affordable. The new proposed scheme, set out in the report to Cabinet, included:
 - a. New leisure facilities – swimming pool, gym, 3G pitch and mini pitch
 - b. Refurbished family changing facility

³ Available at [Annex 3.pdf \(modern.gov.co.uk\)](#)

⁴ [\(Public Pack\)Correspondence following Committee Meeting Agenda Supplement for Economy & Culture Scrutiny Committee, 28/02/2023 13:30 \(modern.gov.co.uk\)](#)

- c. New cafeteria
- d. New hall and external space
- e. Minor facelift to external areas
- f. Installation of solar panels on roof space
- g. Installation of ground source heat pump

20. The report to Cabinet, in June 2023, also set out proposals for:

- a. GLL to retain and operate some areas (*gym and changing facilities*)
- b. Third Party Operators to lease areas of Pentwyn Leisure Centre (*pool area, cafeteria and soft play area*)
- c. Cardiff Rugby to lease areas of Pentwyn Leisure Centre (*main building and 3G pitches*)

21. The Capital Programme 2024-25 contains the following regarding Pentwyn Leisure Centre:

Line 57 – Pentwyn Leisure Centre Redevelopment - £3M indicative funding for 2025/26

22. On 4 April 2024, Cardiff Council issued a press release, available [here](#) , which set out that more than 180 people had attended a two-day Cardiff Council drop-in session to examine plans and give their views on the proposed refurbishment and re-opening of Pentwyn Leisure Centre, which GLL has scheduled for mid-June, once Cardiff Rugby Club vacate the premises. The press release stated that the new facilities planned are:

- A 25m pool with an adaptable moving floor which allows for the depth of the water to be varied, enabling it to be used for a wide range of activities and saving heating costs. The pool slide will also be retained. Work on the pool is expected to be completed by next year.
- Retaining the existing sports hall and outdoor mini-3G pitch
- Re-opening the studio and gym facilities and refurbishing the changing rooms
- Investing in roof-mounted solar panels and an air source heat pump to heat the pool
- Holding a series of come-and-try-it and taster sessions in the summer.

Monitoring Information

23. To inform this scrutiny, the partnership has been asked to provide usage and participation data, with comparative data from previous years, including the following information:
- Renewal rates and membership rates
 - Number of individuals using centres
 - Overall number of visits
 - Information re membership and usage broken down by service user profiles including age, gender, and ethnicity
 - Customer satisfaction rates.
24. The partnership has also been asked to provide an update on staffing issues, the capital programme and medium-term financial forecast, including transformation plans to improve performance.
25. The above information is being provided in a presentation to the Committee, which will be circulated to Committee Members prior to the meeting, as **Appendix A.**

PART B

Audit Wales Follow-Up Review

26. In October 2022, Audit Wales published their Follow-Up Review report on their investigation report on Leisure Services in Cardiff, available [here](#). They made the following recommendations relevant to this scrutiny:

R1 strengthening the application of the sustainable development principle

The Council should more fully apply the sustainable development principle by maximising its contract management arrangements with GLL to formalise how the sustainable development principle fully drives the services provided by GLL.

R3 GLL monitoring reporting to scrutiny committee

The Council should report to the Economy and Culture scrutiny committee GLL's medium-term financial forecasting in future GLL monitoring reports.

R5 GLL contract risk management arrangements

The Council needs to assure itself that it has effective actions to mitigate the risk of the GLL contract failing, including exploring different service delivery options as a contingency.

R6 Options Appraisal

The Council needs to provide members with the full breadth of performance and financial information on the different options presented to them, to help members make informed decisions.

27. Information on the progress in addressing these recommendations will be provided in a presentation to the Committee, which will be circulated to Committee Members prior to the meeting, as **Appendix B**.

Previous Scrutiny

28. Since 2017, this Committee has undertaken regular **scrutiny of the partnership** between the Council and GLL, regarding the delivery of contract for leisure services at Better Leisure Centres in Cardiff. This has included requesting details of the GLL User Survey and Usage profiles broken down by age, disability, ethnicity, and gender, which were supplied. In January 2019, Members were pleased to note progress made in improving participation and usage rates, increased customer satisfaction and progress in delivering capital programme improvements.
29. In November 2020, this Committee considered the **impact of the coronavirus pandemic** on leisure services in Cardiff and carried out pre-decision scrutiny of a report to Cabinet on the contract with GLL. In the resulting Chair's letters Members recognised the impact of the coronavirus pandemic on GLL and the whole of the leisure sector and reiterated their support for leisure and sport activities.
30. In March 2021, Members undertook pre-decision scrutiny of a report to Cabinet that sought Cabinet approval, in principle, to **vary the Leisure Services contract** with GLL, in respect of Pentwyn Leisure Centre and removal of the

Velodrome facility from Maindy Leisure Centre. The report also highlighted changes to service specifications from April 2021 and changes to capital programme.

31. In December 2021, Members again scrutinised progress in delivering the **partnership** between the Council and GLL (Greenwich Leisure Limited). This scrutiny looked at the impact of the covid pandemic, participation and usage rates, capital programme, customer satisfaction and quality systems, staffing, the Council's commitments and risks to the Council.
32. Also in December 2021, Members scrutinised progress in implementing the improvement proposals made by **Audit Wales in their Review of Leisure Services** (2020) report.
33. In October 2022, Members undertook pre-decision scrutiny of the report to Cabinet detailed in **Points 15-16** above. A copy of the resultant Chair's public letter and the Cabinet Member's response are available [here](#).
34. In April 2023, Members undertook scrutiny on the progress in delivering the **partnership** between the Council and GLL and progress in addressing relevant recommendations made by **Audit Wales in October 2022 in the Follow-Up Review report** on their investigation report on Leisure Services in Cardiff. A copy of the resultant Chair's public letter and the Cabinet Member's response are available [here](#).
35. In June 2023, Members undertook pre-decision scrutiny of the report to Cabinet on **Pentwyn Leisure Centre**. Members recommended further community consultation take place. A copy of the resultant Chair's public letter and the Cabinet Member's response are available [here](#).

Way Forward

36. Councillor Jennifer Burke (Cabinet Member for Culture, Parks and Events) has been invited and may wish to give a statement. Jason Curtis (GLL - Head of Service and National Membership Manager) has been invited to give the

presentation attached as **Appendix A**. Chris Hadfield (Operational Manager, Venues and Culture) has been invited to give the presentation attached as **Appendix B**. They, along with Sarah Stork (Leisure Client Services Manager) and Joanne Smith (Leisure Centre Manager – GLL) will be in attendance to answer Members queries.

37. The meeting will be structured in two parts: Part A focusing on scrutiny of the partnership, with the presentation at **Appendix A** followed by Members' questions; and Part B focusing on progress in addressing the Audit Wales recommendations, with the presentation at **Appendix B** followed by Members' questions. All Members are reminded of the need to maintain confidentiality regarding the information provided in the confidential slides in **Appendix A**. Members will be invited to agree the meeting go into closed session to enable discussion of this information.
38. In Part A, Members will have the opportunity to question the panel about recovery since the covid pandemic as well as reviewing overall contract management issues, including whether the partnership is performing, whether it is meeting the needs of Cardiff citizens and communities and whether there are any changes to the Council's commitments and risks. Members will also be able to explore the capital programme and medium-term financial position.
39. In Part B, Members will have the opportunity to question the panel about progress in addressing the Audit Wales recommendations and the subsequent options appraisal.

Legal Implications

40. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on

behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

41. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATION

The Committee is recommended to consider the information attached to this report and received at this meeting and to submit any recommendations, observations, or comments to the Cabinet.

Leanne Weston

Interim Deputy Monitoring Officer

17 April 2024

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**CYNGOR CAERDYDD
CARDIFF COUNCIL**

ECONOMY & CULTURE SCRUTINY COMMITTEE

23 APRIL 2024

EMPLOYMENT SERVICES IN CARDIFF: SHORT SCRUTINY

Purpose of the Report

1. To provide Members with the context for Members' scrutiny of Employment Services in Cardiff.

Scope of Employment Services Scrutiny

2. At their meeting on 11 July 2023, Members agreed their Work Programme 2023-24, including a short scrutiny on Employment Services. A scoping document for this scrutiny is attached at **Appendix A**. This sets out that Members wish:
 1. *To review existing Employment Services landscape - including partnership and regional working, budget and resources, and performance framework.*
 2. *To explore progress in delivery of relevant commitments - in Public Service Board's Wellbeing Plan, Cardiff Council's Corporate Plan and associated Directorate Delivery Plans, and the Cabinet's Response to the Race Equality Task Force Recommendations.*
 3. *Where progress is not on track, to identify causes and clarify requirements to enable delivery of commitments.*
 4. *To explore whether there are emerging, unmet needs for Employment Services, post-pandemic.*
 5. *To check that all aspects of the Council's work on the above accord with the UN CEDAW, in line with the agreed Motion to Council, March 2023.*
 6. *To make evidence-based recommendations to Cabinet, if required.*

Structure of the scrutiny

3. This short scrutiny is split over two committee meetings:
 - April 2024 – Overview
 - Paving report to provide background context re employment services landscape, commitments, milestones and performance indicators

- Presentation from internal witnesses
 - Progress against commitments - milestones and performance indicators
 - Issues Identified/ Emerging Unmet Needs
 - Q&A at Committee
- May 2024 –Deep Dive into two areas selected by E&C Members (*selected from: young people; older people; ethnic minorities; asylum seekers and refugees; people with disabilities*)
- relevant internal and external witnesses invited
 - relevant performance information provided
 - presentation at committee
 - Q&A at committee.

Structure of the meeting

4. Members will hear from Councillor Peter Bradbury (Cabinet Member – Tackling Poverty and Supporting Young People), who may wish to give a statement. Hayley Beynon (Operational Manager – Advice), Khalid Osman (Into Work Manager), Tracey Thomas (Chief Officer – HR), Caroline Davies (HR – Apprenticeships and Training Manager), Ken Poole (Head of Economic Development) and Victoria Poole (Acting Programme Manager – Cardiff Commitment) will be in attendance, to give a presentation, contribute to the discussion and answer Members’ questions.

Background

5. Several areas of the Council are involved in providing services that assist people into employment, including:
- a) Employment Services – based in the Adult, Housing and Communities Directorate
 - b) Cardiff Commitment – based in the Education Directorate
 - c) Council Apprenticeships and Traineeships – via HR and individual Directorates.

6. Further information on these is provided below and in **Appendix B**. These three areas often work together on initiatives and with key partners, such as Department of Work and Pensions and Public Service Board partners, as well as with local training providers, such as Cardiff and Vale College, and with third sector partners.

Overview - Employment Services

7. In 2017, Cardiff Council undertook a review of employment services in Cardiff , which identified opportunities to align arrangements within the Council and with partners. A Gateway approach was introduced, meaning anyone wishing to access employment services in Cardiff goes through an initial assessment process to check eligibility and need, to ensure they are directed to an appropriate service. This enables a single database to be maintained to enable easy monitoring and evaluation of achievement of outcomes.
8. Cardiff Council's Employment Services¹ are available across the Council's libraries and hubs, as well as at other local community centres, including Butetown Community Centre, Butetown Pavilion, Grangetown Pavilion and South Riverside Community Development Centre. Residents can also access services via a dedicated phone line, email and via job clubs.
9. The Into Work Advice Service provides employment, training and digital support to those looking for work or looking to upskill, as well as working with employers who are looking for employees, interview space and training. Support is provided via one-to-one support and intensive mentoring, including specific mentoring for 16–24-year-olds, as well as help accessing volunteering opportunities. There are also monthly drop-in sessions, held jointly with Business Wales, for self-employed people.
10. Into Work liaises with a range of partners to provide access to advice, training schemes, work placements, apprenticeships, traineeships, volunteering opportunities, mentoring, and funding.

¹ [Home - Into Work \(intoworkcardiff.co.uk\)](http://intoworkcardiff.co.uk)

Overview - Cardiff Commitment

11. The Cardiff Commitment is a citywide alliance of employers from growth sectors of the economy, Higher Education, Further Education, 3rd Sector and Schools who seek to harness the economic, cultural and social capital of Cardiff for the benefit of children and young people.
12. The Cardiff Commitment² scheme involves Education officers and Economic Development officers working with officers across the Council, schools and partners to provide insight and opportunities to young people, including apprenticeships, traineeships and work placements, as well as 'Open Your Eyes' weeks, which provide an opportunity for schools to engage with businesses around opportunities and career pathways.
13. The vision of the Cardiff Commitment is to ***Work together to be a city that inspires its children and young people towards a better future***, and this is realised through the delivery of the Cardiff Commitment goals to:
 - a) Inspire the next generation of children and young people to develop the skills needed for the jobs of tomorrow
 - b) Be the bridge between employers and learning organisations to create opportunities and support partnership working
 - c) Engage and expose children and young people to the world of work through multiple interventions
 - d) Supporting young people to progress into education, employment and training and develop the right skills to support growth sectors across the region
14. The Cardiff Commitment Forward Plan sets out how it will deliver on Cardiff Council's Stronger, Fairer, Greener Strategy to *Support the most vulnerable, tackle inequality and promote economic growth*. The Cardiff Commitment aims to support the most vulnerable, tackle inequality and promote economic growth and

² [Home \(cardiffcommitment.co.uk\)](http://cardiffcommitment.co.uk)

deliver on Wellbeing Objective 1: Cardiff is a great place to grow up and Wellbeing Objective 5: A capital city that works for Wales. The Cardiff Commitment's Forward Plan sets out 5 priorities to deliver on the vision of the Cardiff Commitment:

- *Priority 1: Partner Support: Empowering Partners to Enhance Learning Experiences for Children and Young People*
- *Priority 2: Experiences of Work: Fostering Meaningful Career Pathways for Children Young People*
- *Priority 3: Learning Pathways: Empowering Informed Decision-Making for Future Success*
- *Priority 4: Social Value: Maximizing Benefits for Children and Young People*
- *Priority 5: Children & Young People who Need it Most: Creating Pathways to Success*

15. The Council's Mid-Year Performance Assessment³ states:

'Cardiff Commitment engagement continues to improve, with 300 work experience placements secured through the What's Next project and additional partners onboarded including Cardiff and Vale Health Board, BBC Studios, construction providers and several Council departments.'

Overview - Council apprenticeships and traineeships

16. There are two aspects of the Council's apprenticeships and traineeships: the first is the Corporate Apprenticeship and Trainee scheme, organised via HR, with further details provided in **Appendix B**; the second is the apprenticeship and trainee opportunities that Directorates arrange themselves.

17. Both of these contribute to meeting the commitments set out in the Corporate Plan, as detailed below. Each Directorate is responsible for setting and achieving their own targets in their Directorate Delivery Plan, to ensure that the overall Council target is met.

³ [CAB 14 December 2023 - Mid-Year Performance Appendix A.pdf \(modern.gov.co.uk\)](#)

Funding

18. Funding for these services previously came from a range of funders and providers, including European Union, UK Government, Welsh Government, Cardiff Council, third sector, the national lottery and charities. Post-Brexit, funding to replace European Union funding, has come via the Shared Prosperity Fund, as follows:

- a) Into Work Advice Services - *A complete employment and skills package for citizens of Cardiff - £9.3M over 3 years of SPF funding*
- b) Cardiff Commitment – *To develop Business Forums aligned to secondary schools and expand the Cardiff Commitment team - £800K over 3 years of SPF funding*
- c) Targeted pre 16 and post 16-year-old support - *Targeted pre 16 and post 16 support for young people at risk of becoming disengaged from education, employment and training - £625K over 3 years of SPF funding*
- d) Multiply – *dedicated funding to improve adult numeracy - £5.3M over 3 years of SPF funding.*

19. Further information on funding is provided in **Appendix B**. In addition, the Budget 2024/25 includes £200,000 Financial Resilience Mechanism funding for Cardiff Commitment.

Commitments, milestones and performance indicators

20. **Appendix A** sets out the commitments, milestones, and performance indicators contained in the following:

- a) Cardiff Public Service Board's Local Well-being Plan 2023-2028⁴
- b) Corporate Plan 2023/24
- c) Corporate Plan 2024/25
- d) Race Equality Task Force Report 2022⁵
- e) Welsh Government Programme for Government 2021-2026.

⁴ [Local Well-being Plan 2023-2028 - Cardiff Partnership : Cardiff Partnership](#)

⁵ [Cabinet 10 March 2022 Race Equality Task force.pdf \(modern.gov.co.uk\)](#)

21. **Appendix C** lists the performance indicators and targets contained in the Corporate Plan 2023/24 and 2024/25. This shows all the 2023/24 indicators are taken forward into 2024/25, with additional, new indicators for 2024/25 covering Cardiff Commitment, work with older people, and Into Work services. Most of the targets have remained the same, apart from three of the '*supporting people into work*' targets, which have been increased to target assisting more people – K3.04 and K3.05 – and working to ensure that fewer people cease engagement with no verified positive destination – K3.06.
22. The presentation by officers, attached as **Appendix D**, will provide an update on progress in delivering the 2023/24 commitments and preparations to deliver the commitments for 2024/25.
23. The Council and partner response to the recommendations of the Race Equality Task Force Report 2022 is available [here](#) and provides a detailed response to each recommendation, including work by Employment Services, particularly on pages 2-15.
24. The work to achieve the Corporate Plan commitments and the Race Equality Task Force recommendations feeds in to the work to meet the Cardiff Public Service Board's Local Well-being Plan 2023-2028 and contributes to meeting the Welsh Government Programme for Government 2021-2023 commitments.

Way Forward

25. Members will hear from Councillor Peter Bradbury (Cabinet Member – Tackling Poverty and Supporting Young People). Hayley Beynon (Operational Manager – Advice), Khalid Osman (Into Work Manager), Tracey Thomas (Chief Officer – HR), Caroline Davies (HR – Apprenticeships and Training Manager), Ken Poole (Head of Economic Development) and Victoria Poole (Acting Programme Manager – Cardiff Commitment) will be in attendance, to give a presentation, contribute to the discussion and answer Members' questions.
26. The presentation, attached as **Appendix D**, will provide background context regarding the skills required by the Cardiff economy, and skills shortages, before

moving on to detail the work of Cardiff Commitment and Employment Services in delivering the 2023/24 Corporate Plan commitments and the work proposed to meet the 2024/25 Corporate Plan requirements.

Legal Implications

27. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

28. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATION

The Committee is recommended to:

- i) Consider the information in this report, its appendices and the information presented at the meeting; and
- ii) Decide the way forward for any future scrutiny of the issues discussed, including selecting two areas for the deep dive second part of this scrutiny, scheduled to be held at the committee meeting on 14 May 2024.

LEANNE WESTON

Interim Deputy Monitoring Officer

17 April 2024

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Economy & Culture Scrutiny Committee:

Short Scrutiny – Employment Services

Reason for Short Scrutiny

Members wish to understand and explore the role of Cardiff Council and partners in ensuring delivery of Employment Services, in the context of the post-pandemic economic landscape.

Sources – Commitments - to include

PSB Well Being Plan, Corporate Plan, Adults, Housing & Communities Directorate Delivery Plan, Race Equality Task Force, Welsh Govt. Programme for Government, UN CEDAW Motion to Council

Scope

1. To review existing Employment Services landscape - including partnership and regional working, budget and resources, and performance framework.
2. To explore progress in delivery of relevant commitments - in Public Service Board's Wellbeing Plan, Cardiff Council's Corporate Plan and associated DDPs, and the Cabinet's Response to the Race Equality Task Force Recommendations.
3. Where progress is not on track, to identify causes and clarify requirements to enable delivery of commitments.
4. To explore whether there are emerging, unmet needs for Employment Services, post-pandemic.
5. To check that all aspects of the Council's work on the above accord with the UN CEDAW, in line with the agreed Motion to Council, March 2023.
6. To make evidence-based recommendations to Cabinet, if required.

Structure for Scrutiny

- 23 April 2024 - Committee Meeting
 - o Overview
 - Paving report to provide background context re employment services landscape, commitments, milestones and performance indicators
 - Presentation from internal witnesses
 - Progress against commitments - milestones and performance indicators
 - Issues Identified/ Emerging Unmet Needs
 - Q&A at Committee
- 14 May 2024 Committee Meeting –
 - o Deep Dive into two areas selected by E&C Members (*selected from: young people; older people; ethnic minorities; asylum seekers and refugees; people with disabilities*)
 - relevant internal and external witnesses invited
 - relevant performance information provided
 - presentation at committee
 - Q&A at committee.

Witnesses

- Internal Witnesses - Cllr Bradbury, Hayley Beynon, Khalid Osman, and representatives from Cardiff Commitment (Suzanne Scarlett, Carly Davies) and HR (Tracey Thomas, Caroline Davies)
- Witnesses for specific groups – 2 groups selected by E&C Members from the following:
 - o older people
 - o young people
 - o Ethnic Minorities
 - o Asylum Seekers & Refugees
 - o People with Disabilities
- External witnesses - written and verbal contributions to be invited from:
 - o PSB Partners – including Health
 - o DWP – Anna Spiteri

Depending on groups selected – in addition to Cllr Bradbury - Cllr Mackie (Older People/ People with Disabilities), Cllr Lister (Young People/ People with Disabilities), Cllr Sangani (Equalities/ Asylum Seekers & Refugees)

Timescales

Scheduled for April 2024 and May 2024 committee meetings

Sources to include – commitments

| Well-being Plan - PSB (Public Service Board) 2023-2028 |
|---|
| a) Through the Cardiff Commitment, improve collaboration between Schools, Employers, and Further and Higher Education Institutions to further develop the authenticity of the School Curriculum in Cardiff, strengthening the power of education to transform young people's futures and build the skills needed in 21st century workplaces |
| b) Work together to deliver new apprenticeship and trainee opportunities across the city's public services. |
| c) Work together on maximising opportunities for local employment and supply chains during the development and building of significant new public sector infrastructure, such as health or local authority estates, ensuring that new infrastructure supports the city to achieve decarbonisation and climate resilience, to improve the health and well-being of our communities |

The Well-being Plan contains a number of annual outcome indicators, selected to take a holistic view of well-being rather than being aligned to a particular objective within the Plan. However, the following indicators seem particularly relevant to the commitments set out above:

- a. *Mental well-being: children & young adults and adults (National Indicator 29)*
- b. *Year 11 and Year 13 school leavers that are not in education, employment or training (Careers Wales)*
- c. *Unemployment rate of the economically active population aged 16+*
- d. *Percentage of population aged 16-64 qualified NVQ4+ (degree level or equivalent)*
- e. *Number of apprenticeship learning programmes started in the healthcare and public services sector by Cardiff residents*

Continuing to deliver the Cardiff 2030 vision for education and learning

| | | | |
|-------|--|--|---|
| S1.15 | <p>Enhance the Cardiff Commitment through collaboration with city partners to raise the ambitions, opportunities and skills of children and young people, supporting their post-education journey, and in particular to:</p> <ul style="list-style-type: none"> • Improve the offer available to the city’s most vulnerable children and young people, especially Children Looked After; • Improve the accessibility of post-16 education, training, and employment pathways; • Open up enhanced social value opportunities. | <p>Cllr Sarah Merry & Cllr Peter Bradbury</p> | <p>Education & Lifelong Learning</p> |
| S1.16 | <p>Strengthen the Cardiff Commitment Curriculum Team offer, to support schools to bring the curriculum to life through authentic learning experiences and city challenges, and in particular, through enhancing learning linked to:</p> <ul style="list-style-type: none"> • The expressive arts and creative industries; • One Planet Cardiff; • Science, Technology, Engineering & Mathematics (STEM). | <p>Cllr Sarah Merry</p> | <p>Education & Lifelong Learning</p> |

| Ref | Key Performance Indicator | Target |
|-------|--|--------------|
| K1.13 | The percentage of all pupils in Year 11 leavers making a successful transition from statutory schooling to education, employment or training | 98.5% |
| K1.14 | The percentage of EOTAS learners leaving Year 11 making a successful transition from statutory schooling to education, employment or training | 92% |
| K1.15 | The percentage of Children Looked After leaving Year 11 making a successful transition from statutory schooling to education, employment or training | 92% |

Supporting older people to stay active and connected in an Age-Friendly City

| Ref | We will: | Lead Member | Lead Directorate |
|-------|--|-------------------|---------------------------------------|
| S2.02 | <p>Encourage employment and prevent discrimination against older people in the job market by:</p> <ul style="list-style-type: none"> Recruiting a designated employment mentor to support older people to access employment opportunities; Working in partnership with the Department of Work and Pensions to deliver Adult Learning's 50+ Employable Me course and engage employers to offer guaranteed interviews to participants completing training; Increasing digital sessions across the city supporting older people with digital deprivation, continuing with the digital tablet gifting scheme; Encouraging employers to sign up to the "Age Friendly Employer Pledge" scheme operated by the Centre for Ageing Better and developing Cardiff specific reporting to track progress. | Cllr Norma Mackie | Adult Services, Housing & Communities |

| Ref | Key Performance Indicator | Target |
|-------|---|--------|
| K2.08 | The percentage of people who feel reconnected into their community through direct and digital interventions from the Day Opportunities team | 85% |

Supporting those most impacted by the cost-of-living crisis

| Ref | We will: | Lead Member | Lead Directorate |
|-------|---|---------------------|---------------------------------------|
| S3.02 | Support people into work by continuing to fill current, and deliver new, apprenticeship and trainee opportunities within the Council | Cllr Chris Weaver | Resources |
| S3.03 | <p>Support more people into work:</p> <ul style="list-style-type: none"> Through the newly expanded Into Work Service, creating new bespoke employment and training packages to meet any new or emerging workforce demands in the city; Working alongside major regeneration projects, including the new Indoor Arena, to support local people into the new jobs the projects create; | Cllr Peter Bradbury | Adult Services, Housing & Communities |

| | | | |
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| | <ul style="list-style-type: none"> Supporting people who are in work to secure higher paid and more sustained employment, through intensive in-work mentoring and upskilling. | | |
|--|--|--|--|

| Ref | Key Performance Indicator | Target |
|-------|--|----------------------------|
| K3.01 | The number of new apprenticeship and trainee placements provided within the Council in year | 100 |
| K3.02 | The total number of apprenticeship and trainee placements within the Council in year | 150 |
| K3.03 | The number of Council posts filled through placements from Cardiff Works | 2,800 |
| K3.04 | The number of interventions which supported people receiving into work advice through the Employment Gateway | 55,000 |
| K3.05 | The number of clients who have received tailored support through the Employment Gateway and who secured work as a result of the support received | 1,200 |
| K3.06 | The percentage of those supported through targeted intervention who ceased engagement with no verified positive destination | <12% |
| New | The percentage of Into Work clients who identify as being from a Black, Asian or Minority Ethnic background | Monitor KPI, no target set |
| K3.07 | The number of employers which have been assisted by the Council's employment support service | 300 |

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|---|
| <ul style="list-style-type: none"> Corporate Plan 2024/25 |
|---|

Meeting the needs of learners and closing the attainment gap

| Ref | We will: | Lead Member | Lead Directorate |
|-------|--|--|---|
| S1.15 | <p>Continue to enhance the Cardiff Commitment through harnessing the economic, cultural and social capital of Cardiff for the benefit of children and young people to secure opportunities through:</p> <ul style="list-style-type: none"> Developing and strengthening the capacity of our network to realise the vision of the Cardiff Commitment; Empowering young people to make informed decisions regarding their next steps by providing a | <p>Cllr Sarah Merry & Cllr Peter Bradbury</p> | <p>Education & Lifelong Learning</p> |

| | | | |
|--|--|--|--|
| | local, visible and transparent post-16 provision offer; <ul style="list-style-type: none"> Targeting programmes informed by labour market intelligence to support young people with barriers and challenges in moving into paid employment, training or education. | | |
|--|--|--|--|

| Ref | Key Performance Indicator | Target |
|-------|--|---------------|
| K1.15 | The percentage of all pupils in Year 11 leavers making a successful transition from statutory schooling to education, employment or training | 98.5% |
| K1.16 | The percentage of EOTAS learners leaving Year 11 making a successful transition from statutory schooling to education, employment or training | 92% |
| K1.17 | The percentage of Children Looked After leaving Year 11 making a successful transition from statutory schooling to education, employment or training | 92% |
| NEW | The percentage of schools engaged with Cardiff Commitment partners | 85% |
| NEW | The number of pupil engagements with Cardiff Commitment partners | 15,372 |
| NEW | The number of work experience placements developed with Cardiff Commitment partners | 60 |
| NEW | The number of supported employment internships developed with Cardiff Commitment partners | 15 |

Supporting older people to stay active and connected in an Age-Friendly City

| Ref | We will: | Lead Member | Lead Directorate |
|-------|---|--------------------------|--|
| S2.02 | Encourage employment and prevent discrimination against older people in the job market by: <ul style="list-style-type: none"> Working in partnership with the Department of Work and Pensions to deliver Adult Learning's 50+ Employable Me course and engage employers to offer guaranteed interviews to participants who complete the training; Increasing digital sessions across the city supporting older people with | Cllr Norma Mackie | Adult Services, Housing & Communities |

| | | | |
|--|--|--|--|
| | <p>digital deprivation, continuing with the digital tablet gifting scheme;</p> <ul style="list-style-type: none"> Encouraging employers to sign up to the Age Friendly Employer Pledge scheme operated by the Centre for Ageing Better and developing Cardiff-specific reporting to track progress. | | |
|--|--|--|--|

| Ref | Key Performance Indicator | Target |
|-------|---|--------|
| NEW | The number of individuals who have attended the designated courses for those aged 50+ delivered by the Into Work Advice Service | 80 |
| K2.02 | The percentage of people who feel reconnected into their community through direct and digital interventions from the Day Opportunities team | 85% |

Supporting people into work

| Ref | We will: | Lead Member | Lead Directorate |
|-------|--|---------------------|---------------------------------------|
| S3.02 | Support people into work by continuing to fill current, and deliver new, apprenticeships and trainee opportunities within the Council. | Cllr Chris Weaver | Resources |
| S3.03 | Support more people into work: <ul style="list-style-type: none"> Through the newly expanded Into Work Service, creating new bespoke employment and training packages to meet any new or emerging workforce demands in the city; Working alongside major regeneration projects, including the new Indoor Arena, to support local people into the new jobs the projects create; Supporting people who are in work to secure higher paid and more sustained employment, through intensive in-work mentoring and upskilling. | Cllr Peter Bradbury | Adult Services, Housing & Communities |

| Ref | Key Performance Indicator | Target |
|-------|---|--------|
| K3.01 | The number of new apprenticeship and trainee placements provided within the Council in year | 100 |

| | | |
|-------|--|-----------------------------------|
| K3.02 | The total number of apprenticeship and trainee placements within the Council in year | 150 |
| K3.03 | The number of Council posts filled through placements from Cardiff Works | 2,800 |
| K3.04 | The number of interventions which supported people receiving into work advice through the Employment Gateway | 60,000 |
| K3.05 | The number of clients who have received tailored support through the Employment Gateway and who secured work as a result of the support received | 1,300 |
| NEW | The percentage of customers satisfied with a Learning for Work course they attended | Baseline being set |
| K3.06 | The percentage of those supported through targeted intervention who ceased engagement with no verified positive destinations | <10% |
| K3.07 | The percentage of Into Work clients who identify as being from a Black, Asian or Minority Ethnic background | Monitor KPI, no target set |
| K3.08 | The number of new employers which have been assisted by the Council's employment support service | 300 |

Race Equality Task Force Report 2022

| |
|---|
| a) Develop a city-wide network for employers to encourage good practice and collaboration on employment action to improve ethnic minority representation and progression in the local labour market |
| b) Use planning and commissioning powers to require employers to recruit apprenticeships from disadvantaged groups and to increase transparency about the diversity of their workforces |
| c) Increase participation of ethnic minority groups in the Into Work Advice Service |
| d) Improve access to and visibility of Cardiff Works for ethnic minority groups |

Welsh Government – Programme for Govt. 2021-2026

| |
|---|
| a) Deliver the Young Persons Guarantee, giving everyone under 25 the offer of work, education, training, or self-employment |
| b) Create 125,000 all-age apprenticeships |
| c) Use the new network of Disabled People's Employment Champions to help close the gap between disabled people and the rest of the working population |

Economy & Culture Scrutiny Committee – April 2024

Short Scrutiny: Employment Services (Into Work Advice Service)

OVERVIEW - INTO WORK ADVICE SERVICE

Cardiff Council's Employment Services, known as the Into Work Advice Service, sits within Housing & Communities and forms part of the wider Advice Service, which includes Money Advice, the Veterans Advice Service, Housing and Homeless Advice and the Personal Advisor Service.

The Into Work Advice Service provides residents of Cardiff with a complete employment and skills package, supporting people who are out of work or those wanting to upskill into better paid and more sustainable work. The Service is made up of a number of different teams, including Adult Learning, Cardiff Works, the Onsite Construction Academy, and has over 180 members of staff.

The service is funded through a number of different streams, predominantly Welsh Government's Communities For Work Plus, UK Government's Shared Prosperity and Multiply Fund, DWP Funding and Core Council Funding.

Gateway

Employment support is accessed via the service's **Gateway**, which is made up of job clubs across the city, a dedicated website (www.intoworkcardiff.co.uk), webchat, via the Advice Line and through its social media channels. Job Clubs are run throughout Cardiff from over 50 different locations, including Community Hubs, schools, supported accommodation settings and community settings such as the African Centre and Oasis. Advisors provide light-touch support and can help with CV writing, job searching and applying for work, interview techniques, supporting with Universal Credit claims, HomeFinder Workshops and School Admission forms.

The service also has a number of Community Engagement Officers who work with under-represented and hard to reach communities, encouraging people to access council services and run awareness raising events such as coffee mornings, wellbeing cost of living events.

From April 2023 to March 2024, over 105,000 instances of Into Work support were provided to people through the Gateway, an increase of 32% from the previous year. 1,342 people were supported into employment, compared to 1,115 people in 2022-23.

Mentoring

For people who face additional barriers to employment, or those who require more intensive support, the **Adult & Youth Mentoring** teams are able to provide tailored support to individuals. Employment Mentors are able to access funding for their customers to help with travel costs, access employment specific training courses, help towards childcare costs, workwear and tools to start work.

Both the Adult and Youth Mentoring teams run dedicated projects to support with different groups of people, these projects adapt to the demands and priorities of the service and according to the employment market.

The **Adult Mentoring** team currently run projects which support: people who at risk of homelessness or who are living in hostels, people with learning disabilities and/or autism, refugees and asylum seekers (including the Clinical Placement Attachment Scheme – work experience for refugee Doctors and other medical professionals), over 50's jobseekers, single parents, long-term unemployed (12+ months), people from BME backgrounds, people suffering from in-work poverty and a specific team to support in demand employment areas, such as HGV and Teaching Assistants.

The **Youth Mentoring** team support young people aged 16 to 24 years old, who are not in employment, education or training and have recently started to provide schools with early intervention support to those who are at risk of becoming NEET, specifically care leaver young people.

The Youth team run employment projects for: young people who have gone through the Youth Justice/Probation system, young people living in Butetown and surrounding areas, young people who are not in employment, education or training, young people who are at risk of homelessness or living in hostels. In partnership with Education, **Project Search** supports pupils aged 17-19 who have Additional Learning Needs, to complete support work placements, whilst gaining work specific qualifications.

The team also has a dedicated project for care experienced young people (**Bright Futures**), which concentrates on health and wellbeing, for those who suffer from anxiety and low self-esteem to progress in to further learning, volunteering or employment. The **Bright Start** project is also aimed at care experienced young people, which offers 6 months paid work experience placements. Young people are matched to placements (both inside the local authority and with external organisations) in employment sectors they are interested in and are assigned their own Bright Start Mentor to support them and help to apply for future job opportunities.

In both the **Adult and Youth Mentoring** teams, a number of staff have experience similar barriers to employment for example experience of homelessness and Youth Justice, and have been placed appropriately across the projects, which has helped to fully understand and support customers going through similar situations. A large number of Into Work staff are also able to speak community languages, which again has helped to support the diverse customer base, with **33 different languages spoken in the team**.

Learning Pathways

The Learning Pathways team consists of **Adult Learning**, the **Community Digital Team**, and the new **Multiply** training team. **Adult Learning's Learning for Work** programme provides a wide variety of accredited and non-accredited work skills training to help learners improve their skills in order to gain employment.

Courses, such as Cooking on a Budget, Customer Service, Food Safety and First Aid are delivered across Community Hubs, schools, other community venues and online, and are available throughout the week, evenings and weekends. ***From April 2023 to March 2024, 1,912 learners completed accredited training, with 98% successfully achieving the qualification.***

'Get into...' training programmes have recently been developed to give insight in to different employment sectors which are actively recruiting in Cardiff and the surrounding areas. The **Adult Learning** team has created week long training packages, including a 'meet the employer' session, where candidates are able gain an understanding of what it's like to work in the sector and in some cases, are interviewed for roles on the same day. The team have so far developed 'Get into' packages for Social Care, Administration, Teaching Assistants, Hospitality, Construction, Personal Track Safety, Warehouse work, Beauty, Barbering, Cleaning, Bus Driving.

With increased demand and limited availability for ESOL courses (English for Speakers of Other Languages), the Into Work Advice Service developed its own '**Improving Conversational English**' course to support those who are speakers of other languages to get in to employment. The informal sessions are held in Central Library Hub weekly and see around 30-40 people attend each week practising their English, with help from staff.

The **Community Digital team** provides digital drop-in surgeries across the city in Hubs and other locations, where people are able to receive help on digital related issues, from setting up a new device, learning about online safety and how to avoid scammers, and increasing digital skills to find work.

The team provides support to the Council's Cardiff Academy by delivering digital training sessions to Council staff who are required to digitally upskill for their roles; the team have helped to support staff from Waste, Facilities Management and Care teams. The Digital Team also work with partner organisations such as the NHS, to provide support to residents with new technology to be able to access key services.

As a response to an increase in online learning and social isolation since the pandemic in 2020, the Digital Team have set up a tablet gifting/loan scheme to support people who are affected by digital deprivation. The scheme has been massively successful, supporting people to continue online learning, being able to work from home and access council services. ***During last financial year, 328 tablets were gifted/loaned to individuals and 2,633 people were supported by the Digital Team.***

The **Multiply** training team is a new addition to the Into Work Advice Service, funded through the UK Government's Shared Prosperity Fund to support the improvement of adult numeracy. This provision provides support to increase basic skills in adults, with a view of increasing employability to go on and secure higher paid employment.

Accredited numeracy courses are embedded into training delivered by the team, some examples of delivery include: Air Fryer Budget Cooking for people living in Supported Accommodation settings, Entry Level 3 Qualification in Developing a

Child's Knowledge of Number and Career Preparation for Care Leaver young people.

During, April 2023 to March 2024, over 370 people successfully completed a Multiply course.

Employer Pathway

The Employer Pathway is made up of the **Employer Liaison** Team, including **Small Business Support**, the **Onsite Construction Academy**, **Cardiff Cares Academy** and the **Volunteering** Team and works closely with colleagues in Economic Development. The aim of the Employer Pathway is to support recruiting businesses in the local area with free recruitment support, ranging from pre-employability mentoring, matching skilled job-ready candidates to roles, CV and application sifting, promoting vacancies across networks and social media platforms. The team also look to secure guaranteed opportunities – work experience, volunteering, training and job opportunities, for those being supported by the Into Work Advice Service and those from under-represented or from disadvantaged groups, through the team's **Social Value** Officer. The Social Value Officer works closely with Procurement to ensure commitment is met and opportunities are linked to the local authority's priority groups.

In partnership with DWP, the **Employer Liaison** team organise local and city-wide Jobs Fairs which host local and national employers all with live vacancies; with the larger events taking place in the Capitol Shopping Centre and hosting up to 60 employers spanning across sectors such as Construction, Security, Hospitality, Finance, Education and Customer Service. Other providers offering volunteering opportunities, self-employment help, training providers, wellbeing and employability support are also invited to support jobseekers.

Over 280 employers were supported with their recruitment needs during last financial year.

The **Onsite Construction Academy**, currently based on the Wates Residential development site in the East of Cardiff, supports people who are interested in working or want to get back in to the construction sector, with a five day accredited training course, 2 week work experience placement on a live construction site and support to secure work with contractors and their supply chain.

The Onsite Construction Academy has been live since May 2021 and has recently been extended for a further 12 months. The Academy works across the South East Wales region supporting other Local Authority areas prepare candidates for onsite work experience opportunities.

Since the start of the programme, 541 individuals have enrolled onto the Academy, with 303 individual completing a work experience opportunity and 200 people starting employment.

The **Cardiff Cares Academy** was launched in 2021 to support recruitment for the Social Care sector, following on from post-pandemic and annual winter pressures. A

dedicated team of support was put together for people interested in working in the sector and care providers looking to recruit. The pathway involves attracting job seekers from Into Work's employment projects, partner organisations and education/training settings to engage with the Academy, which feeds into volunteering and employment opportunities in the sector.

Cardiff Cares Academy offers free training through the Adult Learning team, personal employment mentoring and access to funding to help with childcare and travel costs for candidates, as well as funding for driving lessons and DBS checks, removing as many barriers as possible to allow people to secure social care work.

From April 2023 to March 2024, 97 people have been supported into work, 169 people have completed the Get Into Care Course and 45 employers have been supported with their recruitment needs.

The Academy model has also been used to support other employment sectors, where there is a shortage of a particular role. The **Teaching Assistant Academy** was set up in 2023, following on from conversations with the Education Service Area around concerns of the declining number of Teaching Assistants in Cardiff Schools. ***To date, 244 individuals have enrolled onto the Academy with 201 individuals completing the Supporting Teaching and Learning in Schools qualification (STLLS), and 42 individuals have been supported into employment.***

As part of the package, individuals can complete additional training outcomes such as Numeracy for the Classroom, Managing Children's Behaviour and Child Psychology.

The service's **Volunteering** team provides support to people for who employment is not an option, or those who need extra support prior to looking for work. The aim of the Volunteering team is to secure opportunities for Into Work customers, to increase confidence and self-esteem, upskill and gain work experience, as a pathway into employment.

Volunteer Mentors work closely with the Employer Liaison team to secure meaningful opportunities and with the Social Value Officer to link up commitments for our volunteers. The team also has two Young Person's Volunteer Placement Officers supporting young people to secure placements in areas of their interest and work alongside Community Wellbeing Volunteers.

All volunteering opportunities are advertised through the Volunteer Cardiff online portal www.volunteercardiff.co.uk

During last year, the team supported 274 people in to volunteering opportunities, who undertook given 7,00 hours in volunteering time; of those, 77% went on to secure employment.

Cardiff Works

Cardiff Works supports teams with their short-term, temporary recruitment; the team matches work-ready candidates with temporary roles across the Council, supporting

workforce demands and enabling a pathway into a career with Cardiff Council, one of the largest employers within the city.

From April 2023 to March 2024, 237 new Cardiff Works placements were filled across the Local Authority. The service saw a spike in job starts from a BME background from July 2023 coinciding with the introduction of further anonymisation of the application process, with 35% individuals in placements were from a BME background. 29% of new starters were aged between 16-24 and 20% of new starters were 50+.

Types of placements recruited for included admin, customer service, social care, cleaning, and in the Education Directorate.

Over the past 12 months, the team has focussed on making the service more accessible to people and communities who are under-represented in the Cardiff Works Candidate Pool, for example young people, care leaver young people, people from BME backgrounds and older people. The Service's Community Engagement Officers have been raising awareness of the work available with the local authority in communities, speaking with local groups, hosting events, and supporting people to remove barriers to employment with the Council.

To help address the range of barriers to employment that were identified through community engagement, the **Cardiff Works Ready** project was created to support people who were struggling to gain employment. Candidates are supported by Mentors, helping them to access tailored adult learning training, build confidence and support them through the application process. The additional support has helped people who had either previously failed the Cardiff Works Assessment process or had not been able to secure a Cardiff Works placement.

During the last year, 145 individuals enrolled with the Cardiff Works Ready project, with 23 individuals securing employment. 95 individuals engaging on the Cardiff Works Ready project were from BME background, 27 individuals were 50+ and 14 individuals were 16-24. 80 individuals successfully completed a training course and 127 individuals completed the Cardiff Works Assessment.

Using income generated through Cardiff Works, the new **Cardiff Works for You** (subsidised placement scheme) initiative was launched earlier this year, to provide temporary employment opportunities within the Council for young people and people from under-represented groups/communities. Many of the people the Into Work Advice Service supports, struggle to secure employment due to little or no work experience; the initiative aims to allow candidates to gain skills by funding the first few month's placement costs in exchange for a commitment to support candidates to improve their skills and work history.

The Cardiff Works Team provides support to recruiting managers by selecting appropriate candidates for interview and addressing any issues raised. The team also assigns a mentor to the candidate to ensure they have help to transition into employment smoothly and will work with the person to find further employment opportunities nearing the end of the placement.

So far, 18 requests have come from teams around the council, including from Telecare, Fleet Services, Adult Services and Parks with 12 people securing placements and 4 candidates awaiting a start date.

Trainee Programme

As an additional pathway into employment with the Local Authority, the Into Work Advice Service has created a pool of Trainee posts from external funding, to help people start their career with the council. Trainees are provided with in-depth training and are supported day to day by workplace mentors, and are assisted to apply for higher graded or permanent roles before the end of their contract.

The service has benefited from 'growing their own' as many Trainees have gone on to secure other roles in the team, with 15 former Trainees going on to become Seniors Officers and 3 becoming Managers within the team...including the Into Work Advice Manager.

There are over 40 Trainee roles within the wider Advice Service, with 23 of those sitting within the Into Work Advice Service.

STRENGTHS

Strengths of the Into Work Advice Service include:

- The team is able to offer a complete employment and skills offer for residents of Cardiff, with the individual teams working together and not in silos. Supporting individuals from the beginning to end of their employment journey, light touch support, to intensive mentoring, building confidence, increasing aspirations, training, securing opportunities, and moving in to employment.
- Working in partnership with the Cardiff Capital Regional Skills Partnership to identify skills gaps and priorities for the city, to inform support provided by the Council's Employment Services.
- The Into Work Advice Service is able to support all residents of Cardiff; people of any age, any qualification or skill level, whether they are in employment or unemployed, any location of Cardiff can be supported.
- An experienced, diverse team, with real-life experience of barriers to employment and the ability to communicate with customers in community languages; making the service more accessible to hard to reach groups. For example, refugees from Ukraine who were supported by an Employment Mentor able to speak their language.
- Constantly evaluating the service Into Work provide, to ensure no duplication with partners and to fill gaps where there are no other services, for example ESOL provision and Wellbeing Support.

- Re-investing income generated through Cardiff Works back in to the service and the Local Authority, to support local people in to work through the Cardiff Works For You scheme.
- Strong partnership working to run city-wide events with Economic Development, Cardiff Commitment, DWP, third sector organisations.
- Flexibility of current funding to allow the team to adapt the programme of support for emerging demands, for example being able to support people who are suffering from in-work poverty. Previously funding only allowed the team to work with those unemployed, even though increased numbers of people in zero hour contracts and low paid work contacting the team for help.

ISSUES

Issues the Into Work Advice Service currently face include:

- Uncertainty of future funding sources; the Into Work Advice Service is currently funded through a mixture of funding sources predominantly Welsh Government, UK Government's Shared Prosperity Fund, DWP Funding and Council Core Budget. SPF funding is due to end March 2025 with no clear indication to follow on of funds, leaving a potential £3.9m funding gap for the service.
- Employers unable to provide opportunities to people with no work experience, making it difficult for young people in particular, to start their employment journey. The need for commitment from employers to pledge support to employing people from disadvantaged backgrounds, young people, older workers etc.
- Rising living costs including food, fuel and rental costs, and low paid/minimum wage work is compounding the 'benefit trap', making it difficult for people to break entrenched worklessness.
- Pockets of duplication between internal teams where employment support is also offered; making best use of resources for all teams.

FUNDING – 2024/2025

| Funding Stream | Total |
|--|--------------|
| Communities For Work Plus – Welsh Government | £1.77m |
| Shared Prosperity Funding | £3.9m |
| Multiply (Part of Shared Prosperity Funding) | £1.49m |
| Adult Learning Grant – Welsh Government | £1m |
| Housing Support Grant – Welsh Government | £82,000 |
| Local Supported Employment - DWP | £89,743 |
| Council Core Funding | £70,000 |

KEY PERFORMANCE INDICATORS AND TARGET PROGRESS

Corporate Plan

Supporting older people to stay active and connected in an Age-Friendly City

| Ref | We Will: | Update: |
|-------|---|---|
| S2.02 | <p>Encourage employment and prevent discrimination against older people in the job market by:</p> | |
| | <ul style="list-style-type: none"> Recruiting a designated employment mentor to support older people to access employment opportunities; | <p>The into work team have recruited a dedicated employment mentor and have reassigned 2 employment mentors to support older people with their employment needs. Mentors are split across the city, creating pathways into employment for over 50's, linking in with the dedicated Employer Liaison Officer who works with age-friendly employers and creating employment opportunities for older people.</p> |
| | <ul style="list-style-type: none"> Working in partnership with the Department of Work and Pensions to deliver Adult Learning's 50+ Employable Me course and engage employers to offer guaranteed interviews to participants completing training; | <p>Adult Learning has designed an Employable Me Course aimed at participants aged 50+.</p> <p>The course has been designed to develop soft skills, to give participants the transferrable skills employers are looking for, helping participants get a full insight in to driving roles that are readily available. Learners also gained Level 3 Emergency First Aid accreditation and a Level 2 in Customer Service Skills, which they can take directly into these roles.</p> <p>Working with the sector ensured the 5-day course met the needs of industry, and included bespoke information from Adventure Travel and Cardiff Councils Waste Department on the live opportunities currently available.</p> <p>Participants are now receiving ongoing support from their Into Work Advice Service Employment Mentor to access fully funded HGV License Training and/or explore Trainee Bus Driver roles with Adventure Travel.</p> |

| | | |
|--|--|---|
| | | <p><u>Over 50s Career Preparation Course</u></p> <p>The SPF funded Multiply Project and Digital Support Service have designed a bespoke course for Jobseekers Aged 50+ who are unsure on what to do next. The course is designed so every customer can explore their own skills, qualities, interests and achievements. The course empowers learners to be self-aware and engage in self-reflection exercises to identify new jobs and careers suitable to them. The holistic approach of this program equips individuals to increase their job readiness and be more informed as they make key decisions in their career journey.</p> <p>Numeracy skills are enhanced during the course through exercises involving wage calculations, working hours and commuting time. Learners gain practical mathematical skills by exploring their expected yearly salaries and working hours to reach desired income goals to ensure they are “better off”.</p> |
| | <ul style="list-style-type: none"> Increasing digital sessions across the city supporting older people with digital deprivation, continuing with the digital tablet gifting scheme; | <p>To reach more over 50s, the Digital Support Team now attend 10 sheltered accommodation schemes on a rota basis, which provides support for tenants to use their devices safely and opportunities to take part in fun activities which builds digital confidence.</p> <p>In an aim to increase the number of people accessing Digital Support, the team have more visibility in community locations, enabling those who do not access Hubs to still receive the support they need.</p> <p>The team have extended support in Ely. Drop In sessions are now available in Dusty Forge and St Vincent’s Parish on a rota basis, as well as moving Digital Drop Ins in Ely Hub to a more visible spot for customers. St Vincent’s Parish has been particularly successful with a steady number of customers every week.</p> <p>Sessions in Radyr are now on different days/times so the Digital Support Team</p> |

| | | |
|--|--|---|
| | | <p>are there on days when community groups attend. This change has had a positive outcome where the Community Inclusion Officer engages with numerous customers and has built topic-based workshops that meet the wishes and needs of the customers who engage with the service.</p> <p>Salvation Army has increased the Digital Drop In's from fortnightly to weekly to meet demand. In addition, Microsoft Word and Excel workshops have also taken place in these locations.</p> <p>After a meeting with Welsh Refugee Council, the Digital Support Team now deliver digital support and workshops in Oasis on a weekly basis. A Digital Officer and Digital Trainer provide drop-in support and workshops on 'introductions to Word, Excel and Coding' to a group of 8 people every week.</p> <p>Digital Workshops were launched in May throughout Cardiff. They give customers the opportunity to learn new skills. Introduction to Word, Excel and Digital Skills are taking place in each area of Cardiff every month. Each customer has a learning plan to work towards and progression routes are being created from non-accredited training to accredited/certified training with Adult Learning or Cardiff & Vale College.</p> |
|--|--|---|

Supporting those most impacted by the cost-of-living crisis

| Ref | We Will: | Update: |
|-------|---|---|
| S3.03 | <p>Support more people into work:</p> <ul style="list-style-type: none"> Through the newly expanded Into Work Service, creating new bespoke employment and training packages to meet any new or emerging workforce demands in the city; | <p>'Get into...' training programmes have recently been developed to give insight in to different employment sectors which are actively recruiting in Cardiff and the surrounding areas. The Adult Learning team has created week long training packages, including a 'meet the employer' session, where candidates are able gain an understanding of what it's like to work in the sector and in some cases, are interviewed for roles on the same day.</p> |

| | | |
|--|--|---|
| | | <p>The team have so far developed 'Get into' packages for Social Care, Administration, Teaching Assistants, Hospitality, Construction, Personal Track Safety, Warehouse work, Beauty, Barbering, Cleaning, Bus Driving</p> |
| | <ul style="list-style-type: none"> • Working alongside major regeneration projects, including the new Indoor Arena, to support local people into the new jobs the projects create; | <p>The Social Value Officer is working closely with the Procurement team to realise employment and training opportunities through contractors' social value commitments. Into Work is partnering with a number of tier one contractors including ISG (Fairwater Campus), Wates (Llanrumney High residential development) and Encon (Riverside Community Living) via the Onsite Construction Academy to provide pathways to employment in the sector for youth and adult job seekers from early 2024.</p> <p>The Social Value Officer is supporting the Procurement team to develop targeted social value requirements in ITTs, obliging contractors to work in partnership with Into Work on a contractual basis and yielding maximum impact for local communities based on service-wide knowledge of different areas of the city.</p> <p>The Into Work team continues to work with Economic Development and Commissioning and Procurement teams to assess and influence contractors' social value commitments for all developments related to Atlantic Wharf. The beginning of the new financial year will see the formulation of a cohesive plan to capitalise on the employment and skills opportunities afforded by the developments through both construction and operational phases, focusing particularly on benefits for the immediate surrounding communities.</p> |

| | <ul style="list-style-type: none"> Supporting people who are in work to secure higher paid and more sustained employment, through intensive in-work mentoring and upskilling. | <p>A specific project has been set up on to support people who are in-work and are facing in-work poverty, to secure higher paid and more sustainable work. Rising living costs and increase in interests rates are pushing people already in employment to seek support. The Employer Liaison team is helping to identify higher paid employment and working with Living Wage employers to support customers. The team is also linking with Money Advice to support with Cost of Living Help and Assistance.</p> | | |
|-------|--|---|----------------|----------------|
| Ref | Key Performance Indicator | Target 2023/24 | Actual 2023/24 | Target 2024/25 |
| K3.03 | The number of Council posts filled through placements from Cardiff Works | 2,800 | 3,002 | 2,800 |
| K3.04 | The number of interventions which supported people receiving into work advice through the Employment Gateway | 55,000 | 105,757 | 60,000 |
| K3.05 | The number of clients who have received tailored support through the Employment Gateway and who secured work as a result of the support received | 1,200 | 1,342 | 1,300 |
| K3.06 | The percentage of those supported through targeted intervention who ceased engagement with no verified positive destination | <12% | 11.6% | <10% |
| K3.07 | The number of employers which have been assisted by the Council's employment support service | 300 | 352 | 300 |

Race Equality Taskforce

1.3 Use planning and commissioning powers to require employers to recruit apprenticeships from disadvantaged groups and to increase transparency about the diversity of their workforces.

Into Work managers sit on the Social Value board to inform tenders specifications, what is needed to contribute to value added on council

procurement, in particular for priority social groups. In partnership with Cardiff Commitment and Procurement, the Social Value Officer has identified a number of opportunities to increase transparency of commissioned contracts.

Cardiff Works have launched the Cardiff Works for You initiative which supports young people and people from BME backgrounds with little or no work experience to secure subsidised placements for a 3 month period. The aim of the scheme is to provide genuine employment opportunities for people from disadvantaged groups, identifying candidates from priority sectors and matching up to areas of employment where there is interest and working with directorates to provide sustainable employment opportunities.

Onsite Construction Academy designed and delivered a two-day construction taster course in February half term for year 11 schoolchildren in partnership with Amanah group and ISG Construction's Social Value team. Amanah Group are a group of local mothers in Cardiff South who are keen to promote varying employment sectors to young people.

Into Work Advice Service continues to work with major developments to ensure the Atlantic Wharf developments supports local individuals. This includes providing clear information on expected social value outcomes.

1.5 Increase participation of ethnic minority groups in the Into Work Advice Service.

A new key performance indicator has been introduced - To monitor the increase of participation of ethnic minority groups. The service will monitor the percentage of people engaging with the Into Work Advice Service from a BAME background.

To increase delivery and engagement of bespoke client groups, the service will recruit additional Community Inclusion Officers to build partnerships with third sector organisations, develop job clubs in local communities and promote services available to the hardest to reach client groups. Services will expand across the southern arc of the city and staff speaking community languages have been appointed. Community Inclusion Officers will work collaboratively across a cluster approach with the specific aim of increasing employment and skills awareness to local citizens.

With the end of European Social Funded delivery, the service has been able to adapt delivery to local needs, through the new UK Government Shared Prosperity Fund. With the success of the Butetown Youth Development Project, an additional youth employment mentor has joined the team to support delivery. The team continue to develop relationships with local communities, working with the newly funded Butetown and Grangetown Citizens Brighter Future for Young People Action Plan and developing training packages focussed on employment sectors such as Security. The Into Work Advice Service are now replicating the Butetown Youth Development Project

to deliver direct support to individuals 25+. Adult Mentors will be based in Butetown to provide bespoke employment support.

The Into Work Advice Service have increased the number of job clubs delivered from the Butetown, Riverside and Grangetown area. Additional job clubs have been established in Butetown Community Centre every Monday and South Riverside Development Community Centre every Tuesday. Increased localised presence of employability support within the community will enable the service to expand its visibility.

Into Work Advice Service have hosted a number of engagement and employment fairs, concentrated on the southern arc of the city. Hosting coffee mornings to promote services to community organisations, which raises the profile of services available has helped increase referrals. Within Grangetown, a Real Living Wage, Early Help Recruitment and Your Future Your Career event have been delivered.

1.6 Improve access to and visibility of Cardiff Works for ethnic minority groups.

Cardiff Works have launched a publicity campaign centred around the temporary aspect of Cardiff Works' employment opportunities, allowing candidates to try different departments and skills without needing prior experience before settling into a more permanent role. Working with a variety of departments, Cardiff Works are supporting services diversify recruitment methods enabling individuals from BAME backgrounds and other priority support groups to take up opportunities.

In line with launching the publicity campaign, Cardiff Works have streamlined its application and assessment processes. The service has moved to a greater digital platform, increasing accessibility through a variety of methods. To ensure candidates avoid discrimination, Cardiff Works has created a standard template for all candidates to complete, excluding protected characteristics, to be shared with recruiting managers prior to interview. This also includes a greater focus on transferrable skills rather than an application method.

Cardiff Works Community Engagement Officer continues to prioritise events for under-represented areas and groups. Linking in with community leaders and community service providers to increase local knowledge and awareness of Cardiff Works, the Community Engagement Officer has worked with partners to deliver Real Living Wage events across the southern arc of the city.

To expand support available for candidates from under-represented groups, Cardiff Works Ready provide support to those who sit the assessment unsuccessfully and to members of the public who are interested but unsure if they are ready. This support is available in Cardiff Council and outreach

locations based on the Community Engagement Officer's work. Advisors ensure candidates are supported to complete the application and receive interview support. Alongside this, Get Into Cardiff Works training has run twice in this financial year. Departments are incentivised to engage with individuals completing the course by Cardiff Works subsidising placement offers. Candidates undertaking placements are identified by Cardiff Works Community Engagement Officer, Advisors and wider mentors within the Into Work Advice Service.

Anonymised CVs (and a standardised CV template) was introduced on the Matrix system during August 2023, meaning managers were unable to see agency candidates and Cardiff Works candidates names/address/contact details. Since the change, the team has seen a marked jump in the percentage of BAME staff recruited to CardiffWorks' roles – as of the end of March 2024. BAME recruited staff was at an average of 18% April – July. From September 2023 to March 2024, this figure has risen to 43%.

1.8 Cardiff Council should explore employer led ESOL (English for Speakers of other languages) for Council Staff where their language skills are a barrier to progression.

Adult Learning provide informal Improving Conversational English classes on a weekly basis in Cardiff Central Library Hub every Thursday. The sessions are open for all individuals living in the Cardiff area and compliment ESOL classes delivered by Cardiff & Vale College and Adult Learning Wales.

Into Work team refer across to ESOL providers. Developing strong links with REACH as part of Cardiff & Vale College, the service refers participants for assessments to register for ESOL based courses. Cardiff & Vale College have recently liaised with hubs to see if ESOL classes can be delivered from additional community settings. Adult Learning Wales are already delivering community based courses.

The service is working with Cardiff & Vale college to procure ESOL related courses across the community. Courses will be promoted to the general public but internal staff will receive priority. Once dates are confirmed, a staff information will be circulated. Course levels will be between Entry 3 & Level 1.

Welsh Government

Deliver the Young Persons Guarantee, giving everyone under 25 the offer of work, education, training or self-employment.

During 2023-24, the Into Work Advice Service's Youth Team have:

- Supported over 1,400 young people with into work advice
- Helped 411 young people to secure employment

- Assisted 64 young people to go in to education
- Supported 967 young people to go on to training
- Helped 506 young people in to volunteering/work placements.

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S3.02 Support people into work by continuing to fill current, and deliver new, apprenticeship and trainee opportunities within the Council



STRONGER
FAIRER
GREENER



The Council's Workforce Strategy sets out the ways the Council is 'striving to promote an inclusive and engaging workforce that reflects the great diversity of Cardiff communities', and we are mindful of the disadvantage and barriers to employment that residents in our communities may face.

To help promote the Council as Employer of Choice to attract talent from our communities, overcome barriers to employment, and increase employability outcomes, the **HR Corporate Apprentice & Trainee Scheme** Team are responsible for the management and delivery of:

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The Corporate Apprentice & Trainee Scheme: Creating and funding 30 new apprentice and trainee roles each year, designed to help Cardiff residents overcome traditional barriers to employment, and providing advice to Directorates

The Council's Work Experience Scheme: sourcing placements across the Council to develop candidate employability skills, support transition to work, and attract future talent.

Employer Engagement activities: raising awareness of the variety of Council career pathways and entry routes, across our communities in local schools, colleges and universities to promote the Council as Employer of Choice.



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou



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GREENER**



The Corporate Apprentice & Trainee Scheme

Funds the creation of 30 new Corporate Apprentice/Trainee roles each year at Real Living Wage

Open to Cardiff Residents to help overcome barriers to employment by:

1 Reducing Essential Criteria on Person Specifications on Corporate Apprentice & Trainee Scheme roles

2 Removing Work Experience as Essential Criteria on Person Specifications on all Corporate Apprentice & Trainee Scheme roles

3 Removing Qualifications as Essential Criteria from Corporate Trainee role Person Specifications

4 Reducing Qualifications as Essential Criteria from Corporate Apprentice Person Specifications

5 Providing on the Job Training for Apprentices and Trainees and ensuring provision of a named service mentor

6 Embedding a relevant Welsh Government Apprenticeship Framework qualification linked to career path for all Apprentice roles.

7 Paying at least the equivalent of the Real Living Wage for all apprentice and trainee roles, higher than the UK Government Apprentice Rate



#GweithioDrosGaerdydd
#GweithioDrosochChi

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#WorkingForYou

S3.02 Support people into work by continuing to fill current, and deliver new, apprenticeship and trainee opportunities within the Council



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GREENER**



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| | New apprenticeship and trainee placements provided in the Council in year | Total number of apprenticeship and trainee placements within the Council in year |
|----------------------|---|--|
| Outturn 20/21 | 27 | 119 |
| Outturn 21/22 | 118 | 183 |
| Outturn 22/23 | 65 | 173 |

* We are currently reviewing data to determine outturn for 23/24



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COUNCIL APPRENTICESHIP PATHWAYS

Examples

Health & Social Care

Digital Application Design

Marketing & Social Media

Software and Data Engineering

Business Data Analysis

**Business Administration and
Customer Services**

Horticulture

Teaching & Learning (in Schools),

Early Years Play and Youth Work



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Accountancy

Housing

Human Resources

Management & Project Management

Mechanical Engineering

**Environmental Management &
Sustainability**

**Auto Engineering, Electrical
Engineering & Fabrication (Welding)**

Plumbing, Carpentry & Plastering

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#GweithioDrosGaerdydd
#GweithioDrosOchi

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#WorkingForYou

Supporting People into Work

The Corporate Apprentice & Trainee Scheme Team, delivered



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30 Corporate Scheme Funded Roles

| | |
|---------------------------------|------------------------------|
| 15 x Corporate Apprentice roles | 15 x Corporate Trainee roles |
|---------------------------------|------------------------------|

Work Experience Placement Days 2023/4

| | |
|------------------------|------------|
| Placement Days Sourced | 314.5 days |
|------------------------|------------|

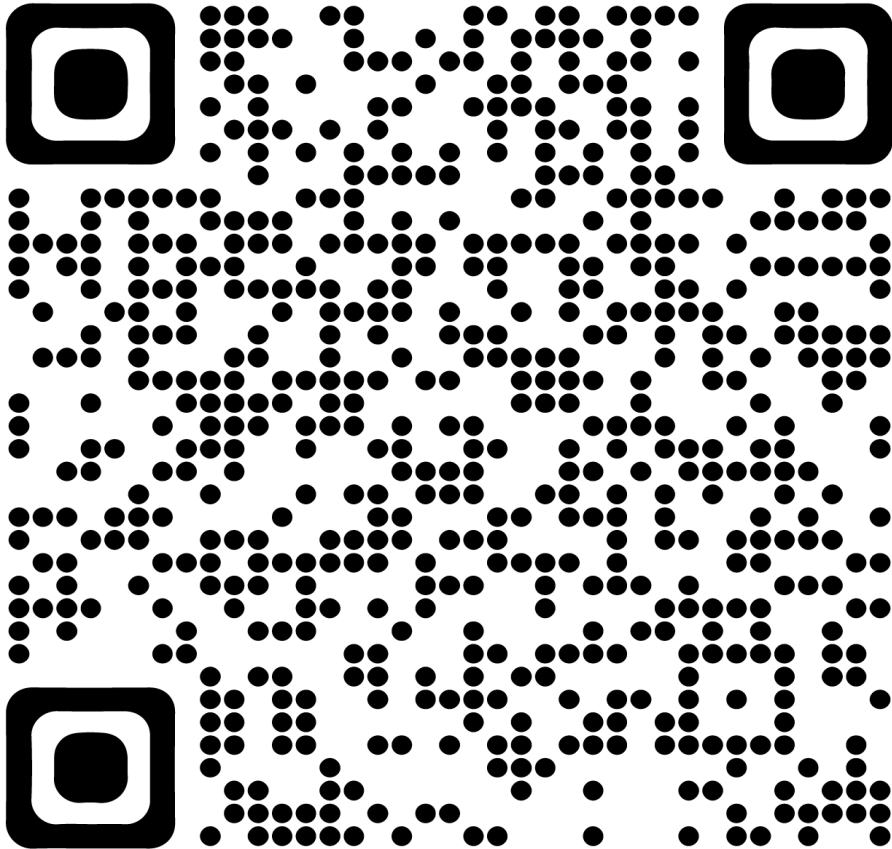
Community Engagement / Outreach Activities

| 2023/4 | Events | Attendees Reached |
|------------------------------|--------|-------------------|
| Community Engagement Events* | 19 | 9,375 |

Working in partnership with Careers Wales, local schools, colleges and universities, these events are designed to raise the aspirations of Young People by increasing careers awareness and employability skills.

Events include Choose Your Future Careers Wales Apprenticeship Fair, School and FE college careers fairs, holding mock interviews in schools, providing 'Local Government Careers at Cardiff' Talks, promoting the Corporate Apprentice & Trainee Scheme and Work Experience Schemes and signposting to additional Council support services e.g. Into Work Services.

Scan for our current Vacancies



or visit

www.jobscardiffcouncil.co.uk

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Gyrfaoedd
Cyngor
Caerdydd



Cardiff
Council
Careers



LLYWODRAETH LEOL - LOCAL GOVERNMENT

- 100+ career paths
- Delivering 700 local government services
- Serving 362,000 residents, 8 million visitors, and businesses across the city
- [Cardiff Council – Career site \(jobscardiffcouncil.co.uk\)](http://www.jobscardiffcouncil.co.uk)

Key Performance Indicators and targets – Corporate Plan 2023/24 and 2024/25

Continuing to deliver the Cardiff 2030 vision for education and learning/ Meeting the needs of learners and closing the attainment gap

| Ref | Key Performance Indicator | Target 2023/24 | Target 2024/25 |
|----------------|--|----------------|----------------|
| K1.13 | The percentage of all pupils in Year 11 leavers making a successful transition from statutory schooling to education, employment or training | 98.5% | 98.5% |
| K1.14 | The percentage of EOTAS learners leaving Year 11 making a successful transition from statutory schooling to education, employment or training | 92% | 92% |
| K1.15 | The percentage of Children Looked After leaving Year 11 making a successful transition from statutory schooling to education, employment or training | 92% | 92% |
| NEW in 2024/25 | The percentage of schools engaged with Cardiff Commitment partners | | 85% |
| NEW in 2024/25 | The number of pupil engagements with Cardiff Commitment partners | | 15,372 |
| NEW in 2024/25 | The number of work experience placements developed with Cardiff Commitment partners | | 60 |
| NEW in 2024/25 | The number of supported employment internships developed with Cardiff Commitment partners | | 15 |

Supporting older people to stay active and connected in an Age-Friendly City

| Ref | Key Performance Indicator | Target 2023/24 | Target 2024/25 |
|----------------|---|----------------|----------------|
| K2.08 | The percentage of people who feel reconnected into their community through direct and digital interventions from the Day Opportunities team | 85% | 85% |
| NEW in 2024/25 | The number of individuals who have attended the designated courses for those aged 50+ delivered by the Into Work Advice Service | | 80 |

Supporting those most impacted by the cost-of-living crisis/ Supporting people into work

| Ref | Key Performance Indicator | Target 2023/24 | Target 2024/25 |
|----------------|--|----------------------------|----------------------------|
| K3.01 | The number of new apprenticeship and trainee placements provided within the Council in year | 100 | 100 |
| K3.02 | The total number of apprenticeship and trainee placements within the Council in year | 150 | 150 |
| K3.03 | The number of Council posts filled through placements from Cardiff Works | 2,800 | 2,800 |
| K3.04 | The number of interventions which supported people receiving into work advice through the Employment Gateway | 55,000 | 60,000 |
| K3.05 | The number of clients who have received tailored support through the Employment Gateway and who secured work as a result of the support received | 1,200 | 1,300 |
| NEW in 2024/25 | The percentage of customers satisfied with a Learning for Work course they attended | | Baseline being set |
| K3.06 | The percentage of those supported through targeted intervention who ceased engagement with no verified positive destination | <12% | <10% |
| New | The percentage of Into Work clients who identify as being from a Black, Asian or Minority Ethnic background | Monitor KPI, no target set | Monitor KPI, no target set |
| K3.07 | The number of employers which have been assisted by the Council's employment support service | 300 | 300 |

**CYNGOR CAERDYDD
CARDIFF COUNCIL****ECONOMY & CULTURE SCRUTINY COMMITTEE****23 APRIL 2024**

CORRESPONDENCE UPDATE

Background

1. Following most Committee meetings, the Chair writes a letter to the relevant Cabinet Member or officer, summing up the Committee's comments and recommendations regarding the issues considered. At the Committee meeting on 12 December 2023, Members received a report detailing the correspondence sent and received up to that meeting.

2. Correspondence has been sent since that meeting and the current position is set out below:
 - i. **Response Received** – from Councillor Thomas, Leader, to the Chair, Councillor Wong's public letter, following policy review scrutiny of city centre management arrangements, city centre recovery, and City Deal and Western Gateway partnership working, considered at Committee on 19 September 2023.
 - ii. **Response Received** – from Councillor Burke, Cabinet Member – Culture, Parks and Events, to the Chair, Councillor Wong's public letter, following policy review scrutiny of Tree Planting including Coed Caerdydd, considered at Committee on 12 December 2023.
 - iii. **No Response Required** – from Councillor Michael, Chair – Licensing Committee and member of the SRS Joint Committee, to the Chair, Councillor Wong's public letter, following policy review scrutiny of Shared Regulatory Services, considered at Committee on 12 December 2023.
 - iv. **Response Received** – from Councillor Thomas, Leader, to the Chair, Councillor Wong's public letter, following pre-decision scrutiny of the

- report to Cabinet – Shared Prosperity Fund Update, considered at Committee on 16 January 2024.
- v. **No Response Required** – from Councillor Thomas, Leader, to the Chair, Councillor Wong’s confidential letter, following pre-decision scrutiny of the report to Cabinet – Shared Prosperity Fund Update, considered at Committee on 16 January 2024.
 - vi. **Partial Response Received** – from Councillor Goodway, Cabinet Member – Investment and Development, to the Chair, Councillor Wong’s public letter, following pre-decision scrutiny of the report to Cabinet – Atlantic Wharf Regeneration Update, considered at Committee on 16 January 2024 – responded to recommendation, **response awaited** to requests made.
 - vii. **Response Awaited** – from Councillor Goodway, Cabinet Member – Investment and Development, to the Chair, Councillor Wong’s confidential letter, following pre-decision scrutiny of the report to Cabinet – Atlantic Wharf Regeneration Update, considered at Committee on 16 January 2024.
 - viii. **Response Received** – from Councillor Burke, Cabinet Member – Culture, Parks and Events, to the Chair, Councillor Wong’s public letter, following pre-decision scrutiny of the report to Cabinet - Cardiff Skateboard Amenity Strategy, considered at Committee on 16 January 2024.
 - ix. **Response Received** – from Councillor Weaver, Cabinet Member - , to the Chair, Councillor Wong’s public letter, following pre-decision scrutiny of the reports to Cabinet – Draft Corporate Plan 2024-2027 and Cabinet Budgetary Proposals 2024-25, considered at Committee on 27 February 2024.
 - x. **Response Awaited** – from Councillor Thomas, Leader, to the Chair, Councillor Wong’s public letter, following policy review scrutiny of city centre management; approach to busking arrangements, considered at Committee on 19 March 2024.
 - xi. **No Response Required** – from Councillor Thomas, Leader, to the Chair, Councillor Wong’s public letter, following pre-decision scrutiny

of Corporate Joint Committees, considered at Committee on 19 March 2024.

3. There are two full responses awaited and one partial response. Copies of the Chair's letters and any public responses received can be found on the Council's website page for the relevant Committee meeting, with a hyperlink provided at the top of the page, entitled '*correspondence following the committee meeting*'. Confidential letters have been circulated to Committee Members.

Way Forward

4. During the meeting, Members are able to discuss the correspondence update

Legal Implications

5. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

6. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this

report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATION

The Committee is recommended to reflect on the update on correspondence.

Leanne Weston
Interim Deputy Monitoring Officer
17 April 2024